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December 18, 2022

# AG WITHAL

### SOCIAL MEDIA CAMPAIGN



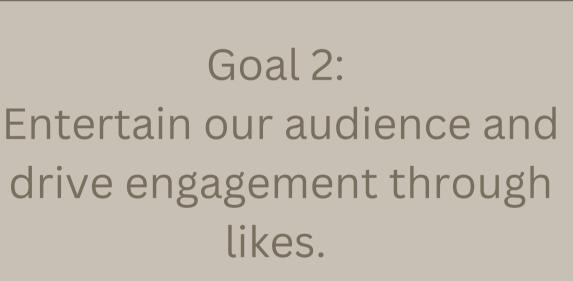
## CAMPGIAN GOALS

**Overarching goal**: to entertain our audience and drive engagement with likes and comments. While educating our audience on agriculture.

Goal 1: Place bits and pieces about agriculture throughout the campaign to educate the consumer on agriculture as a whole, or a specific area of ag.











## TARGET AUDIENCE

- Gender: Men and Women
- Age: 15-30 years old
- Location: Midwest, Central Untied States
- Motivators: Looking for people similar to them through connections on social media. Wanting to learn more about agriculture and others operations. Looking for community outside of their normal circles. Wanting entertainment from anywhere.
- Challenges: Finding people similar to them who they are able to connect with one social media. Large amount of their free time is spent on their phone making it challenging to find new creators or content.

## PLATFORMS

- Instagram: posts, stories, reels
- **Tik Tok:** stories and short form videos
- **Facebook:** posts, stories, advertisements and reels from Instagram
- **Blog:** photography, short story writing, and videos
- **Pinterest:** photography, videos, links directly to other channels and website



## CONTNENT PIECES

### Instagram Reel:

https://www.instagram.com/p/CmUcXQTrmZR/

### Twitter:



### Instagram Story:

### today's reminder

Agriculture only produces 11% of carbon emissions. So stop blaming the cows for a problem your vehicle has played a larger roll in creating.

Ag with Al